

# mobile billboard media kit

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# why mobile billboards?



## Newspaper Readership is DOWN

Newspaper advertising can be the most expensive game in town. A full page ad in the Washington Post can cost up to \$20,000. Smaller ads can run up to \$5,000. But readership has decreased drastically and more and more consumers are getting their news from the internet.

## Channel Flipping and Muting is UP

More and more people are now subscribers to commercial-free cable and satellite television. TiVo and DVR allow your audience to fast forward your ad. With DC Mobile Ads, it's always Prime Time!



## Broadcast Radio - A Thing of the Past

Commuters have turned away from broadcast radio. MP3 players, cellphones and satellite radio all compete for the attention of your audience.



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# why it works

## BETTER Graphics Means BETTER VISIBILITY

DC Mobile Ads uses the **HIGHEST** quality vinyl billboards printed at high resolution. We insist on brighter colors, larger text and bolder images. Our design staff can take your idea and make it come alive like you'd never imagine!



## Night Illumination Brings Your Message to Night Crowds

Night Lighting means your ad works long after the sun goes down. Our billboards illuminate professionally and beautifully to bring let the busy night scene know you are in business.



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Our driving

## The Route We Drive Is Custom Designed By YOU

**Other companies bundle your advertisement with other ads, sometimes even your competitors. Worse yet, these companies drive FIXED routes that won't necessarily target who you need to see your ad. DC Mobile Ads works with our customers to personalize your advertising needs, letting you the customer decide where our trucks will be driven and who will be seeing your advertising.**



## DC Mobile Ad Billboards ALWAYS Stop on Yellow



**For reasons of safety and to ensure your ad is at the prime spot of busy intersections, our trucks ALWAYS stop at yellow lights. Our driving reflects on you, and nothing reflects on you better than a safe and courteous driver.**



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rates

To Help Give You a Custom Quote  
That is Fair and Accurate, Please Consider These Factors

Length of Campaign

Number of Hours Needed Daily

Size of Coverage Area/Mileage

**HAVE A FRIEND?**

**Share the Ad Space on One of Our Trucks and cut your advertising costs in HALF. Great for businesses on the same block.**

call today for your free quote

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# Art Specs

All billboards are printed on 13 ounce Formaflex Vinyl which has an outdoor life of up to three years.

**All artwork must be in .JPG format at 600 DPI. Use CMYK color model only. Create artwork at scale of One Foot =**

## MID-SIZE TRUCK SPECS

**One Inch, total image size 7.16666" High x 9.33333" Long.  
Total Viewable area will be 5.79166" High x 8.08333" Long.  
All finished product has 3 inch Pole Pockets on all 4 sides.**



**86" x 112" Total Vinyl Size**

86" x 112" TOTAL SIZE  
(Includes Bleed Area)

## FULL-SIZE TRUCK SPECS

**One Inch, total image size 10" High x 20" Long.  
Total Viewable area will be 114.25" High x 233.75" Long.**



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# Making Better Billboards

DC Mobile Ads is more than happy to help you with the billboard art for your campaign. If you decide to create your own artwork, please keep in mind these simple rules to maximize the success of your ad.

## Message: Keep It Short, Sweet

Don't try to put "too much" on the sign. A short and sweet message is best for reaching your audience. As the truck will sometimes be seen while moving, remember it becomes very hard to make out words or phrases that are too long. Abbreviate when possible and use the simplest words possible. Stick to ONE message or idea!

## Use BIG Pictures

Big and overpowering images attract attention. DC Mobile Ads trucks look best when a huge, larger than life picture appears towering over the truck and seeming to want to burst out of the frame. Use bright colors with heavy contrast. Avoid images that are too esoteric. A good background is essential, but remember why it is called a background- a background should never be the focus of your billboard.

## Increase Your Text Visibility

Bigger letters means visibility from greater distances. Your audience shouldn't have to bring binoculars to see your message- the text of your main heading should be close to one foot high. Text that is one foot high can be visible over the distance of a football field away. Think big when it comes to text.



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# Frequently asked questions

## How Many People See The Truck Daily?

We use the very conservative estimate of 5 people per minute which adds up to 300 per hour and 2400 for an 8 hour day. We feel the real number of views is actually higher, but the tracking of such information is near impossible as it would require polling of tens of thousands of motorists.

## Do Your Ad Truck Signs Scroll?

**NO.** Our ad truck signs are **FULLY** dedicated to your message and displays your message **FULL TIME**. You do not share ad space with other advertisers!

## When & Where Do You Advertise?

We service the Washington DC/Maryland/Virginia region and will travel for special events. Our hours of operation vary according to the needs of our customers. We offer dedicated service to clients with times of operation and routes tailored to your needs.

## Can You Design My Billboard?

Absolutely. We have much experience in designing graphics and copy for billboard art.

## Can I Keep My Billboard When We're Done?

The long-lasting billboard vinyls are yours to keep and use when the campaign is complete, or we can store it for future campaigns.

## What Does It Cost?

Rates vary according to customer needs- number of miles, hours of coverage and length of campaign.

## When Can I Get Started?

Depending on truck availability as little as three days. Sign billboard printing can be done overnight with a rush charge.



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